



Bill Finch
Mayor

**CITY OF BRIDGEPORT, CONNECTICUT
DEPARTMENT OF PUBLIC PURCHASES
ADVERTISEMENT:**

**REQUEST FOR QUALIFICATIONS/PROPOSALS
PEB295126 – RFQ/P
CITY CANVASES VIDEO PROJECTION SERVICES**



Donald Eversley
Director, Office of Planning &
Economic Development

Submission: One (1) clearly marked original and five (5) copies of separate, sealed Letters of Intent, Proposals and price proposal (in a second separate, sealed envelope) for City Canvases Video Projection Services will be accepted by the Department of Public Purchases at 999 Broad St., 2nd Floor, Bridgeport, CT 06604 until 2:00 PM on June 20, 2012. Submissions will then be publicly opened at said office.

As part of the *City Canvases Bridgeport* project, the City of Bridgeport is seeking proposals from qualified companies with demonstrable experience in providing large-scale outdoor video projection services. *City Canvases Bridgeport* will take place on evenings (8-11PM) in July, August and September, 2012 in various locations in Downtown Bridgeport, CT. Twelve 30-second digital film shorts are being created by local Artists/Filmmakers. The shorts—which may be live action, animation or abstract—will convey each Artist/Filmmaker's take on the project's theme of CHANGE, and will be looped and projected upon a variety of buildings. Selected Vendor shall provide all equipment (e.g. digital projector(s), power supply, computer(s), mobile unit, etc.) and necessary production components (e.g. projection calibration and operation staff, insurance, etc.).

The complete RFP will be available online at www.bidsync.com and www.bridgeportct.gov/OPEDExecutive/Pages/OPED.aspx on June 4.

Selection Criteria: The following items will be considered during review of all submission:

1. Technical merits of proposed projection mapping system (25 pts)
2. Cost proposal of video projection service (25 pts)
3. Professional qualifications of company staff and consultant(s) (15 pts)
4. Capacity of company and consultant(s) to complete work (15 pts)
within specified timeline
5. Experience in the Region (New England, preferably Connecticut) (10 pts)
6. Small Business Enterprise/Minority Business Enterprise (10, 5 pts)(see Section 1.5)

Letters of Intent and proposals should be based upon the above-listed selection criteria. The City of Bridgeport is an equal opportunity employer. Small and minority- and women-owned businesses are encouraged to respond. The City of Bridgeport, at its sole discretion, retains the right to reject any or all RFQ/P submissions. Direct questions to Ben Henson, Project Manager at (203) 576-3972 or ben.henson@bridgeportct.gov.

Bernd Tardy, Purchasing Agent

Account:

PO: PEB295126

Please run this advertisement on June 3 and fax a copy with cost and any questions to 576-3979.

Request for Proposals

The *City Canvases Bridgeport* (City Canvases) project is a collaborative effort of the City of Bridgeport, Downtown Special Services District and the Bridgeport Arts + Cultural Council. The project is supported, in part, by the Connecticut Department of Economic and Community Development, Office of the Arts' City Canvases program. City Canvases is a large-scale public art video projection project. Thirteen 30-second digital shorts are being created by local Artists/Filmmakers. The shorts—which may be live action, animation or abstract—will convey each Artist/Filmmaker's take on the project's theme of CHANGE, and will be looped and projected upon a variety of buildings.

All Respondents shall supply references and the proposed team shall have provided similar services within the past two years in New England, and preferably in Connecticut.

SECTION 1 – INSTRUCTIONS/GENERAL INFORMATION

1.1 PURPOSE

The Office of Planning and Economic Development has been charged with the task of procuring large-scale outdoor video projection services for the City of Bridgeport. The Office of Planning and Economic Development will execute this procurement in conformance with *Municipal Ordinance §3.08.070 Purchasing Procedure*; the *Official Policy Concerning Quality Based Selection Processes*; and Connecticut General Statutes, including, but not limited to *PA 08-169, Section 17*. The Selection Committee, described below, will utilize the *Evaluator's Guide for Quality Based Selection Processes* in its deliberations.

1.2 ADVERTISEMENT

The invitation to submit proposals will be advertised in The Connecticut Post newspaper and will be posted online at www.bidsync.com, the City of Bridgeport's electronic bidding website. The names of Respondents submitting qualifications will also be posted on www.bidsync.com once all submissions are opened.

1.3 PROJECT

This solicitation is being conducted specifically to identify the most appropriately qualified Respondent and priced proposal to provide large-scale outdoor video projection services for the City of Bridgeport.

1.4 RESERVATIONS

The City of Bridgeport reserves the right to select none (0), one (1) or more than one (>1) Respondent to provide the requested services.

1.5 EQUAL OPPORTUNITY

- 1.5.1** The City of Bridgeport is an Equal Opportunity Employer. The City of Bridgeport encourages Minority Business Enterprises (MBEs) to submit their qualifications. MBE firms are entitled to Evaluation Credits, described below, if it is a Target Group for these services under the provisions of the Minority Business Enterprises Ordinance, §3.12.130 of the City Ordinances. An

attainable goal of thirty percent (30%) of the aggregate dollar value of a City contract is established for prime contractor utilization of certain target groups during QBS processes. Target Groups for this professional services Qualifications Based Selection procurement that should receive evaluation are: Asian Americans, Hispanic Americans, African Americans, Caucasian females, MBEs, and minority female and Caucasian female minority business enterprises.

- 1.5.2** Non-minority firms are encouraged to form joint ventures or partnerships with Target Group firms and the joint venture will be entitled to additional points based on the extent of the Target Group's ownership interest in the joint venture/partnership, as further described below.

1.6 SUBMISSION OF PROPOSALS

- 1.6.1** One (1) clearly marked original and five (5) copies of separate, sealed Letters of Intent, Proposals and price proposal (in a second separate, sealed envelope) for City Canvases Video Projection Services will be accepted by the Department of Public Purchases at 999 Broad St., 2nd Floor, Bridgeport, CT 06604 until 2:00 PM on June 20, 2012. Submissions will then be publicly opened at said office.
- 1.6.2** Envelopes shall be marked "PEB295126 – RFQ/P City Canvases Video Projection Services". The City of Bridgeport will not assume responsibility for the misdirection delayed delivery of envelopes not properly marked.

1.7 SUBMISSION REQUIREMENTS

Each submission shall include:

- 1.7.1** A Letter of Interest identifying the Respondent, the name of the Respondent's representative, the representative's contact information, including at a minimum: telephone number, fax number and email address.
- 1.7.2** A Statement of Qualifications explaining and supporting the Respondent's credentials as best selection for this RFQ/P.
- 1.7.3** A representative list of similar projection mapping services provided by Respondent, which also includes:
- Name of Client;
 - Client contact persons and contact information;
 - Description of projects;
 - Dates of service; and
 - Respondent's team members involved with the projects.

1.8 INQUIRIES

It is the responsibility of the Respondent to inquire about additional information or clarification as to any aspect of the RFP. Questions submitted by Respondents will be received until 5:00 PM on **June 11, 2012** and will be made available on www.bidsync.com. All responses will be posted no later than **June 15, 2011** at 2:00 PM. Respondents are obligated to become familiar with such inquiries and responses and to submit or revise their inquiries accordingly. The City of Bridgeport assumes no liability for a Respondent's inability or failure to stay apprised of such inquiries and responses. Direct

inquiries to Ben Henson, Project Manager via email at ben.henson@bridgeportct.gov (**not via telephone or fax**).

1.9 PROPERTY OF THE CITY OF BRIDGEPORT

Any information or materials submitted as a response to this RFP shall become the property of the City of Bridgeport and will not be returned for any reason. All submitted materials will be available for public review. The City of Bridgeport is committed to full compliance with the Connecticut Freedom of Information Act (CGS §1-200 et. seq.) The City of Bridgeport expressly retains the right to disclose the name of any or all Respondents, their submissions, and any other information that is pertinent to the selection of the Respondent. It is the sole and exclusive responsibility of Respondents to exclude proprietary information, trade secrets, or other information that the public disclosure of which may stand to cause harm to such party.

1.10 SELECTION TIMETABLE

6/4/2012 Request for Proposals issued
6/11/2012 Submit inquiries
6/15/2012 Responses to inquiries posted
6/20/2012 RFP submission deadline (2:00 PM)
6/25-6/26 Respondent interviews
6/28/2012 Selection of Respondent
[TBD] Contract referred to Miscellaneous Matters Committee
[TBD] Board of Public Purchases
[TBD] City Council
[TBD] Notice to Proceed Issued

Dates may be subject to change at the City of Bridgeport's sole discretion. Any modifications to the selection timetable will be posted online at www.bidsync.com.

SECTION 2 – SELECTION PROCESS

2.1 SELECTION PROCESS

2.1.1 The Project Manager and representatives from the City of Bridgeport Purchasing Department will review submissions for compliance with the requirements outlined in Section 1. Submissions meeting the requirements will be evaluated by the Selection Committee. The Selection Committee will evaluate submissions based on the criteria outlined in this RFQ.

2.1.2 Respondents will be rated and ranked based on their qualifications, proposal quality and price. The Selection Committee shall use the initial rating and ranking of proposals, price proposals and interview results in its discretion to arrive at a final selection.

2.1.3 The Selection Committee will submit the proposed contract with the selected Respondent to the City Council for its approval. The final contract approval will be made by a vote of the City Council

pursuant to Bridgeport Code of Ordinances §3.08.140. The contract will be executed and a notice to proceed will be issued upon final approval by City Council.

2.2 RIGHT TO REJECT SUBMISSIONS

The City of Bridgeport may at any time prior to the selection of a Respondent and entering into final contract may reject any and all proposals and cancel this RFP, without liability therefore, when doing so is deemed to be in the City's best interests. Further, regardless of the number and quality of proposals submitted, the City shall under no circumstances be responsible for any Respondent's cost, risk and/or expenses associated with any aspect of the submission process. The City accepts no responsibility for the return of successful or unsuccessful proposals. This RFP in no way obligates the City to select a Respondent or to enter into a contract with the selected Respondent, and the City may in its sole discretion reject any and all proposals. The City also expressly reserves the right in its sole discretion to amend any of the various dates set forth herein.

2.3 SELECTION COMMITTEE

Submissions will be reviewed by the Selection Committee which will be comprised of the following participants:

- Project Manager
- Representative from the Bridgeport Downtown Special Services District
- Representative from the Bridgeport Arts + Cultural Council
- Representative from the Connecticut Department of Economic and Community Development, Office of the Arts

2.4 EVALUATION CRITERIA: 100 (+/-) POINT SYSTEM

The Selection Committee will use the Evaluator's Guide for Qualifications Based Selection (QBS) Processes and will employ the following evaluation criteria in reviewing all qualifications in order to develop its recommendation to City Council:

2.4.1 Technical merits of proposed video projection system (25 points): The City of Bridgeport is seeking proposals from qualified companies with demonstrable experience in providing large-scale digital video (no sound) projection services upon large buildings in an urban setting. Equipment used and service provided must meet or exceed the requirements detailed in this RFP.

2.4.2 Cost proposal of video projection service provision (25 points): The budget for this project is \$100,000. Proposals are expected to be much lower than this, and shall not exceed this amount.

2.4.3 Professional qualifications of company staff and consultant(s) (15 points): The Respondent should demonstrate that it has professional personnel, by identifying the key parties to perform under contract with the City and by providing their resumes/curricula vitae. The evaluation will consider among other factors, length of practice, education, training, overall and relevant experience and longevity with the Respondent.

2.4.4 Current capacity of company and consultant(s) (15 points): The Respondent shall be able to demonstrate its experience with projects of similar scope and available capacity of key personnel required to perform the work within the required timelines.

2.4.5 Experience in the Region (New England, preferably Connecticut) (10 points): All Respondents shall supply references and the proposed system and team shall have been utilized to provide and operate similar projection mapping services at least twice within the past year in New England, and preferably in Connecticut.

2.4.5 Small Business Enterprise/Minority Business Enterprise:

2.4.5.1 Respondents that demonstrate that they are **Minority Business Enterprises** that constitute Target Groups, as defined in the City's Minority Business Enterprise Ordinance, Chapter 3.12.130, shall be granted an **additional ten (10) points** as evaluation credits. A Target Group firm seeking evaluation credits must provide a certification of its minority business status and state in its qualifications statement its desire to be recognized as a minority business enterprise and to receive evaluation credits.

2.4.5.1 Respondents that demonstrate that they have entered into a **joint venture with a demonstrated Minority Business Enterprises** that constitute Target Groups, as defined in the City's Minority Business Enterprise Ordinance, Chapter 3.12.130, shall be granted up to an **additional five (5) points** as evaluation credits. The Target Groups for the professional service sought include African Americans, Asian Americans, Hispanic Americans, Caucasian females, Minority Business Enterprises and minority female and Caucasian female Minority Business Enterprises. A non-MBE firm seeking evaluation credits must: (a) state the basis for seeking evaluation credits, (b) identify the joint venture or partnership created with a Target Group firm, (c) identify the minority firm as one of the Target Groups for the type of services or work sought by the RFQ, (d) state whether such joint venture/partnership: (i) was created solely for this particular RFQ, (ii) is now and/or will in the future be utilized for bidding on projects, (iii) had bid on, undertaken or completed work in the past, together with a description of such work and customer contact information and (e) describe the Target Group's active involvement in and dollar volume of the work that the Target Group will perform as part of the services that are the subject of this RFQ. Items (a) through (e) shall be supported by documentation satisfactory to the City so that the City can independently verify the basis for the claim to evaluation credits, determine any entitlement to the award of evaluation credits, and determine the amount of evaluation credits to be awarded. **For further information about the MBE Ordinance, contact Deborah Caviness at (203) 576-8473.**

SECTION 3 – SCOPE OF SERVICES

3.1 GENERAL

The projections will be produced for twelve (12) weeks (84 days). Each week, a new short will be unveiled on Thursday and projected each night until the following Wednesday. Only one short will be projected each week. The 30-second shorts will be looped and projected for two (2) hours each night from 8:30 PM to 10:30 PM. The videos will not include audio. Prior to the

actual unveilings and video projections, the selected Vendor shall accompany the Project Team on a site visit to familiarize itself with the buildings. The buildings to be projected upon include:

<p>1. 1330 Main St.</p>	
<p>2. 1200 Broad St.</p> <p>&</p> <p>3. 202 Fairfield Ave.</p>	

4.

49 Cannon St. "Post Building"



5.

180 State St. "McLevy Hall"



6.

850 Main St. "People's United Bank"



7.

35 John St. "Bus Terminal Garage"



8.
38 Fairfield Ave.



3.2 **EQUIPMENT**

The Selected Team shall provide all the equipment necessary to successfully provide the requested projection mapping services, including, but not limited to: computers, projectors, software, vehicles, power cords, internet access, etc. The Team shall also provide its own power source for the project.

3.3 **STAFF**

The Selected Team and its staff shall operate and manage said equipment to provide the requested projection mapping services. The City Canvases Team will make its members available via communications to help address any issues that arise, but will in no way be responsible for operating of any equipment or providing any aspect of the video projection services.

3.4 **INSURANCE**

The Selected Team shall provide a copy of its Certificate of Insurance evidencing General Liability insurance coverage. No member (organization or individual) of the City Canvases Bridgeport Team will be held responsible in any way for the protection or security of any equipment or staff member.

3.5 **EDUCATIONAL SESSION**

The Selected Team shall coordinate with the Bridgeport Arts + Cultural Council to plan and execute a community educational session at the Bridgeport Arts + Cultural Council, 1001-12 Main St., Bridgeport, CT 06604. The educational session will be prepared and staffed by at least one member of the Selected Team to educate the local community—as well as the Artists/Filmmakers creating shorts for the project—about the video projection process and discuss such topics as: equipment used, ideal conditions (e.g. light, weather, building surfaces, etc.), best practices for creating suitable videos, the ins and outs of operating a successful projection mapping project and any other topics that the Selected Team thinks fit to educate the audience about. This session will be marketed and promoted by the City Canvases Bridgeport team. Respondents shall include the educational session in its cost proposal. It shall not add any additional cost to the project budget.

3.6 **TIMELINE**

6/20/2012	RFP submission deadline (2:00 PM)
6/25-5/26	Respondent interviews
6/28/2012	Selection of Respondent
TBD	Educational Session at BACC and Site Visits
7/1-7/12	Pre-production coordination and communication with Artists/Filmmakers and City Canvases Team
7/1-7/12	Equipment testing, calibration and trial projections
7/12-7/18	1 st City Canvases projection week
7/19-7/25	2 nd City Canvases projection week
7/26-8/1	3 rd City Canvases projection week
8/2-8/8	4 th City Canvases projection week
8/9-8/15	5 th City Canvases projection week

8/16-8/22	6 th City Canvases projection week
8/23-8/29	7 th City Canvases projection week
8/30-9/5	8 th City Canvases projection week
9/6-9/12	9 th City Canvases projection week
9/13-9/19	10 th City Canvases projection week
9/20-9/26	11 th City Canvases projection week
9/27-10/3	Final City Canvases projection week (Farewell Event)